Case Study

ZUORA™
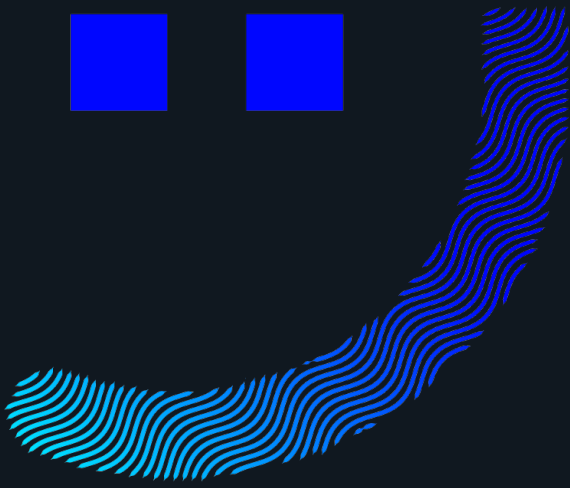
Zuora Delivers Knowledge for a Better Customer Experience

As leaders in the subscription economy, Zuora knows that product adoption generates renewals, and renewals are the lifeblood of the subscription model. The goal for Zuora was to provide their product and help content in a way that increased user adoption and improved customer success.

NICE

57% YOY INCREASE
in traffic to the site

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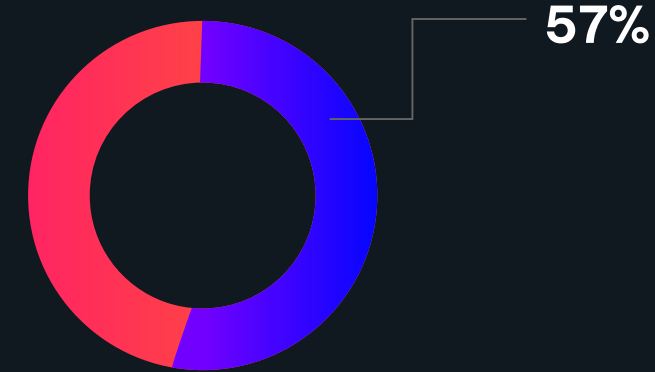
4,400 PAGES OF CONTENT
readily available for customers to discover
THROUGH SEARCH ENGINES

CUSTOMER NEED IS MET EARLY
in the consumer journey with as many as
47 GOOGLE SNIPPETS
including nonbranded queries

CONTENT DELIVERED
Product and help content is delivered to customers in
MINUTES INSTEAD OF DAYS

CUSTOMER PROFILE

ABOUT	Zuora is a global leader in subscription commerce and billing, with enterprise leaders and high-growth companies alike using Zuora's multi-tenant cloud platform to launch, scale, and monetize their subscription services. Zuora's applications help subscription businesses with pricing, quoting, orders, billing, payments, and renewals.
INDUSTRY	Business Services, SaaS
WEBSITE	www.zuora.com
LOCATION	Headquartered in Redwood City, CA
AGENTS	11,000+ agents using NICE solutions worldwide
GOALS	• Consistent customer experience • Accessible, reliable, authoritative content • Actionable insights from content use
PRODUCTS	• NICE CXone Expert
FEATURES	• Unified, smart knowledge management for customers, support, and sales • Integration with CRM for streamlined process and agent efficiency

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01 THE BEFORE

Hidden information

Before NICE CXone Expert, Zuora used a combination of text-based wikis, content management software, and PDFs/Word documents to manage and distribute their content. This solution led to an inconsistent customer experience and frustration amongst Zuora employees. And since all of their content was hidden behind a login, customers using search engines to get information quickly were hitting a frustrating dead end.

02 DESIRE TO CHANGE

Knowledge in, frustration out

Zuora has a staff that includes many subject matter experts, but the creation of documentation was limited to two writers who knew the system. This bottleneck placed a strain on the support staff who didn't have the most up-to-date information. Other departments were left to rely on their own incomplete knowledge. The result was an inconsistent experience throughout the customer's journey. Zuora knew that inaccessible information was almost as challenging as no information at all. They wanted to provide their support staff with the tools they needed to meet their customers' needs both quickly and efficiently.

03 THE SOLUTION

Single source of truth

To improve their customer's experience, Zuora needed a single solution that reduced the frustration caused by multiple wikis and departmental silos. Zuora sought to:

- Create consistency in the customer experience from first touchpoint all the way through account renewal

- Provide customers and employees with a single source for all of the authoritative content they would need

- Reduce the effort for customers and employees by increasing the findability of content while driving traffic to the site through organic search

- Provide sales, support, and product reports and analytics around content use to improve the customer's experience

- Integrate with their recently purchased CRM product to reduce the effort for support agents

To help Zuora in their quest to create consistency in the customer experience, they chose Expert. Expert offered Zuora a way to bring consistency, analytics, and the ability to structure content effectively. From day one of their Expert deployment, Zuora was able to collaboratively author, import, and publish their documentation to their help site.

04 THE RESULTS

Consistent and confident delivery of customer experience

Expert gave Zuora the technology and expertise to extend knowledge throughout their organization. One of the ways Expert did this was to seamlessly integrate with Zendesk. Zuora support agents immediately began using the new content that was being created through the integration to resolve issues faster and put customers on a learning pathway.

With all of their content now easily accessible and up-to-date, it allowed customers and employees to use it beyond a support function. The sales team, for example, can confidently share this branded content with customers, instead of sending over wiki articles or PDFs.

Zuora is now able to provide a more consistent experience by bringing together the product and help content that influences sales, onboarding, and support through Expert. Sales engineers report that the Zuora Success Center is an invaluable resource for improving late-stage sales conversions, ramping up new sales engineers, and providing validation for prospects. And since all of the content in Expert is accessible through search engines, new leads are entering the sales funnel that would have otherwise not found Zuora.

Additionally, with the ability to effectively self-serve through search and from the Zuora Success Center, customers need to call into Zuora's support team less often. Customers experience less frustration when they're able to get answers quickly.
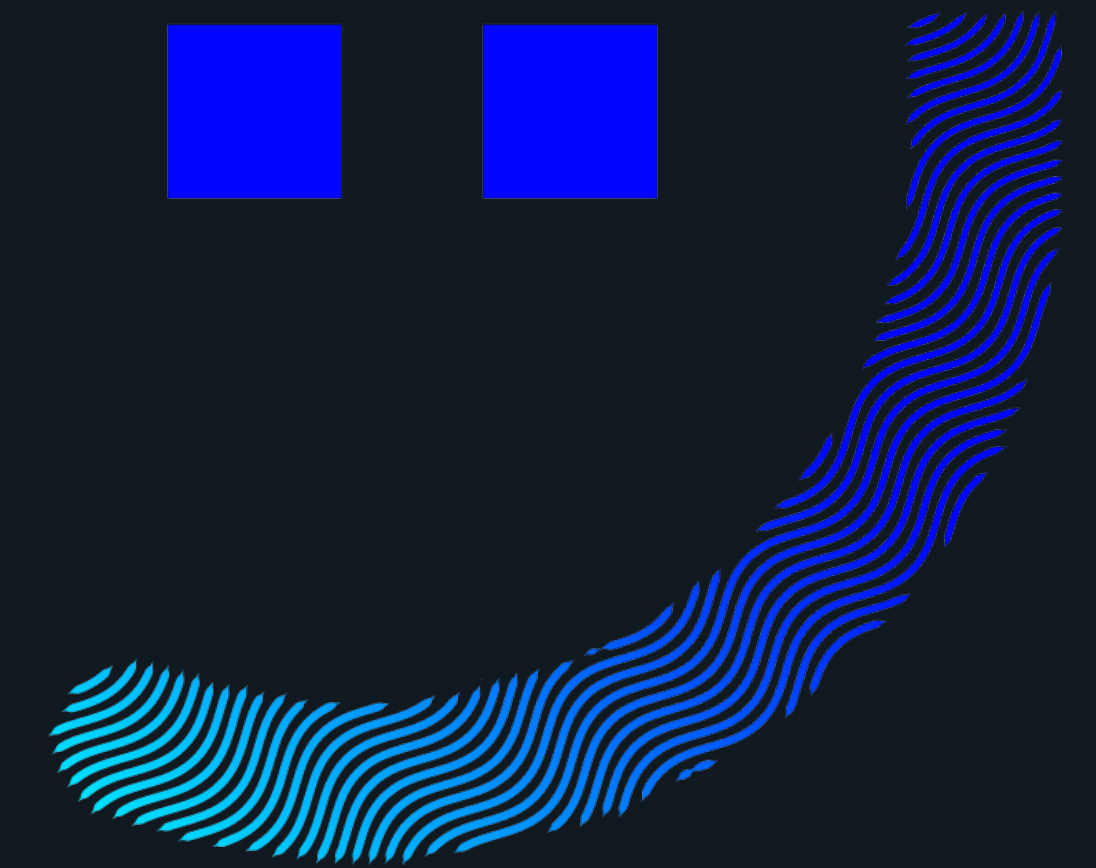
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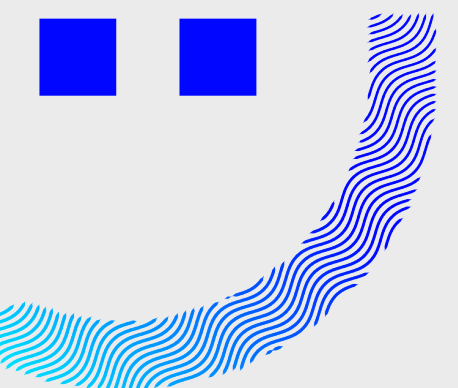
Understanding leads to customer satisfaction

With improved analytics around user behavior and content use, Zuora now has a better understanding of what content matters to the customers during each stage of the customer journey. Sales, onboarding, and support are better able to proactively educate customers. This proactivity meets customers right where they are and leads to improved satisfaction and overall customer experience.

"The most successful businesses are focused on building valuable customer relationships. We know that we have a partner that is fanatical about our success with their products."

TIEN TZUO, FOUNDER AND CEO, ZUORA

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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